



Eric Dodson Greenberg

Partner, Corporate Department

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Eric Greenberg is a partner in the Corporate practice of Paul Hastings and is based in the firm's New York and Washington, D.C. offices. Mr. Greenberg practices in both the firm's Mergers & Acquisitions and Telecommunications, Media & Technology groups. His practice focuses on mergers and acquisitions, new venture formations, private equity and debt financings, joint ventures, and technology and content licensing transactions.

In particular, he has extensive experience in transactions blending business and FCC regulatory issues. He has advised on innovative transaction structures that synthesize commercial considerations with communications and media regulatory, technology, and industry issues. This work has earned him recognition for over ten consecutive years as a leading lawyer in the space, as well as the 2016 *Financial Times* Innovative Lawyers Award.

Mr. Greenberg's experience ranges from traditional media and content to digital and ad-tech transactions; from major M&A transactions to the design of novel strategic deal structures. His experience also includes work in the life sciences and education sectors, where he has worked with established companies and institutions, startups, joint ventures, and innovative public-private partnerships.

Recent Representations

- Three Leading, Major-Market Broadcast Groups in the FCC's 2016 spectrum incentive auction, advising on strategy and crafting and negotiating first-of-its-kind channel sharing agreements in multiple markets, including major-market DMAs, and related coordination of FCC regulatory, real estate and tax issues. (The market-leading nature of this work earned the Financial Times 2016 Award for Innovative Lawyers.)
- Advised a special committee of the Board of Directors of Hemisphere Media

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Practice Areas

Corporate
Private Equity
Internet of Things
Technology, Media,
Entertainment, and
Telecommunications
Mergers and Acquisitions

Admissions

District of Columbia Bar
Maryland Bar
New York Bar

Education

The George Washington
University Law School, J.D.,
1991
Tufts University, B.A., 1986

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Group in connection with certain corporate, transactional and FCC regulatory issues relating to a liquidity transaction of its majority shareholder, InterMedia Group Partners, LP.

- The Allbritton family in the \$1 billion sale of its equity interests in Perpetual Corporation, the parent company of Allbritton Communications Company, including seven ABC Network affiliates, covering approximately 5% of the U.S. TV households, and NewsChannel 8, a 24-hour cable/satellite news network serving the Washington, D.C. market, to Sinclair Broadcast Group, Inc.
- Gannett Co., Inc. in connection with its \$2.2 billion merger with Belo Corp., a leading broadcast television company with twenty network-affiliated stations, and related restructuring transactions
- LIN Media in a series of strategic investments and acquisitions of digital media and ad-tech ventures, including HYFN, a full-service digital agency that develops and implements mobile, social and Web experiences for some of the world's largest brands, Dedicated Media, a multichannel ad-buying firm, and Nami Media, an LA-based emerging company that develops online technology and applications to manage and monetize advertising inventory across multiple media platforms
- Trustees of the Corcoran Gallery of Art in the landmark three-party transaction involving the transfer of the Corcoran School of Art + Design and associated real estate, including the iconic Corcoran Gallery building next to the White House, to The George Washington University, and the transfer of its priceless collection of art to the National Gallery of Art, a transaction described by the New York Times as "unlike anything an American museum has undertaken before."
- Barrington Broadcasting Group LLC in the sale of 18 television stations to Sinclair Broadcast Group, Inc. for \$370 million
- LIN Media in its acquisition of 13 broadcast network affiliates and related assets from seller New Vision Television for \$334.9 million and the assumption of \$12 million in debt
- Bank of America Merrill Lynch (BAML) as special communications counsel, advising on media and communications industry and regulatory issues, in connection with BAML's role as sole lead arranger for the committed \$1.2 billion debt financing of, telecommunications corporation, Cogeco Cable Inc.'s acquisition of Atlantic Broadband, an independent cable system operator
- The founders in the formation and related equity financing of Plum Media, LLC, a niche cable programmer, and in the simultaneous acquisition of the assets of Plum TV, Inc. in a Section 363 bankruptcy sale
- Lincoln Financial Media in its acquisition of WAXY-FM, Palm Beach, Florida, in a three-party simultaneous transaction

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- Served as special communications counsel to Ridgmont Equity Partners, LP in connection with the formation of a new fund and in obtaining approval for the acquisition by the fund of a telecommunications service provider by the FCC and Team Telecom, a federal interagency group that reviews telecommunications transactions involving critical U.S. infrastructure

Accolades and Recognitions

- Financial Times 2016 Innovative Lawyers Award for Great Legal Ideas. (“A multi-disciplinary team of lawyers was responsible for a series of ideas to create a model sharing agreement for the Federal Communications Commission’s auction of television spectrum, a first of its kind. Critical to creating a successful contractual instrument was enabling broadcasters to share spectrum, foresee how future technologies would develop, and write these eventualities into the contract. Commended: Eric Greenberg and Sherrese Smith”)
- Recognized by Chambers USA as among the leading Media & Entertainment lawyers based on “his longstanding transactional expertise” “blending strong M&A expertise with industry insight.” Described as “versatile,” “proactive,” and noted for his “excellent strategic focus and experience in the tactics of negotiations,” Chambers writes in its 2017 edition that clients regard Greenberg as a “great partner for executing difficult and complicated” transactions.
- Recognized for his “notable handling of corporate transactions in the media industry” and, in particular, his innovation in “coming up with new deal structures,” Chambers has cited “praise from market observers” for being “excellent in advising clients on determining the issues and risks” in media transactions.
- Named one of the leading lawyers by Chambers USA in “Telecom, Broadcast & Satellite,” for over ten years running. Chambers has noted that “peers attest to a sharp and focused approach that brings impressive results,” and describe him as “very experienced at structuring positions that work for both parties.” Chambers has also commented on Greenberg’s reputation as “an extremely capable negotiator and deal strategist with a broad intellectual range that moves beyond the law to areas pertaining to business.” In its 2017 edition, Chambers describes Greenberg as “exceptional” in developing and presenting innovative deal opportunities, noting that clients call him “uniquely deal-minded.”
- Identified as a leading lawyer in “Media, Technology and Telecoms” by The Legal 500 US, which has noted that “Clients recommend Greenberg for his ‘deep knowledge of the media space’ and for ‘delivering excellent outcomes’” and highlight his “knack for drafting solutions to real-world

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regulatory issues.”

- Super Lawyers 2014-2016: Mergers & Acquisitions; Communications
- Named one of three “MVPs” in media and entertainment law for 2011 by Law360

Speaking Engagements and Publications

Regularly writes and speaks on topics regarding the media, broadcasting, and communications sectors.

- Discussant, “Financial Times Innovative Lawyers Summit” (London, June 2017)
- Speaker, “Deals and Finance: the Future of Capital Flows, M&A and Valuations,” SNL Kagan 7th Annual Multichannel Summit (November 2016)
- Panelist, “Cable MSO Deals and Finance: What’s Next in the Hunt for Scale,” SNL Kagan 6th Annual Multichannel Summit (November 2015)
- Dealmakers Q&A: Paul Hastings’ Eric Greenberg, Law360 (August 25, 2014)
- Co-Author, How FCC Guidance Will Affect Broadcast TV Transactions, Law360 (March 2014)
- Co-Author (with S. Smith), “Channel Sharing Can Break the Wireless Logjam,” Op-Ed The Wall Street Journal (Feb. 26, 2014)
- Speaker, “Emerging M&A Issues in Broadcast Television Transactions,” SNL Kagan’s Broadcast Boom Times: M&A and Retrans Webinar (September 2013)
- Co-Author, Shared Services Essential to M&A: New Rules Would Diminish the Market for New Buyers, Mergers & Acquisitions magazine (Feb. 23, 2012) (with M. Gibson)
- Co-Author, A Tale of Two Bankruptcies, Law 360 (Dec. 2011) (with M. Gibson and J. Yount)

Professional and Community Involvement

- Member of the Bar in the District of Columbia, Maryland, and New York
- Aspen Institute; Aspen Global Leadership Action Forum, 2015, 2016, 2017
- Board of Trustees, McLean School of Maryland, 2010-2016; Chair, 2012-2016

Education

- George Washington University Law School, J.D., 1991 (High Honors)
- Tufts University, B.A., 1986 (cum laude)

News

June 05, 2017

Paul Hastings Practices and Lawyers Score Top Rankings in Chambers USA

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2017

December 07, 2016

Paul Hastings Wins Financial Times' "Great Legal Ideas" Innovation Award,
Recognized as Top 5 Firm for Innovation in North America

June 08, 2016

Paul Hastings Practices and Lawyers Score Top Rankings in Chambers USA
2016

May 20, 2015

Paul Hastings Practices and Lawyers Score Top Rankings in Chambers USA
2015

August 19, 2014

Paul Hastings Represents Corcoran Gallery of Art in Securing Court Approval for
Plan to Preserve Art Collection and Landmark Building

May 27, 2014

Paul Hastings Practices and Lawyers Score Top Rankings in Chambers USA
2014

March 21, 2014

Paul Hastings Advises RBC in the \$1.6 Billion Financing for Media General's
Acquisition of LIN Media

December 23, 2013

Paul Hastings Represents Gannett in Closing \$1.5 Billion Merger with Belo and
Related Station Restructuring

July 29, 2013

Paul Hastings Advises Allbritton Communications Company in \$985 Million Sale
of Television Stations to Sinclair Broadcast Group

June 13, 2013

Paul Hastings Advising Gannett on \$2.2 Billion Merger with Belo

June 05, 2013

Paul Hastings Extensive Practice Strength Highlighted in The Legal 500 United
States 2013

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May 27, 2013

Paul Hastings Employment Practice Honored with Chambers "Award for Excellence" and Firms Leading Practices and Lawyers Ranked in Chambers USA 2013

April 10, 2013

Paul Hastings Represents LIN Media in Two Strategic Acquisitions of Majority Ownership Stakes in HYFN and Dedicated Media

March 01, 2013

Paul Hastings Advises Barrington Broadcasting Group LLC in \$370 Million Sale of TV Stations to Sinclair Broadcast Group, Inc.

October 12, 2012

Paul Hastings Advises LIN Media in Acquisition of Network Affiliates from New Vision Television for \$334.9 Million

July 18, 2012

Paul Hastings Advises BAML as Special Counsel in Financing of Cogeco Cable Inc's Acquisition of Atlantic Broadband

June 14, 2012

Paul Hastings Soars in 2012 Edition of Legal 500 US

June 07, 2012

Paul Hastings Excels in Chambers USA 2012 Guide

May 07, 2012

Paul Hastings Advising LIN Media in Acquisition of Network Affiliates from New Vision Television for \$330.4M

December 14, 2011

Paul Hastings Represents Barrington Broadcasting Group LLC in \$195 Million Financing

June 10, 2011

Paul Hastings Excels in Chambers USA 2011 Guide

March 14, 2011

Paul Hastings Expands Washington, D.C. Office With Addition of M&A Partner Eric Greenberg

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Insights

May 25, 2016

Third Circuit Overturns JSA Attribution Rule and Orders FCC to Complete Stalled Ownership Proceedings

April 18, 2016

Top Trends for Media and Entertainment Dealmakers

May 16, 2014

What are the critical issues for technology and media companies to consider when pursuing M&A transactions?

March 13, 2014

FCC Issues Guidance on its Review of Transactions Proposing Sharing Arrangements and Contingent Interests

February 29, 2012

Shared Services Essential to M&A: *Mergers & Acquisitions*

January 25, 2012

The Coming Year for Broadcasting - *The Deal Pipeline*

December 15, 2011

A Tale Of Two Bankruptcies
Law 360

November 17, 2011

Implications Of Cumulus-Citadel
Law 360

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August 05, 2011

TVs Next M&A Wave Wont Be Like Last One